

STUDIO 100 MEDIA NAMES MACMILLAN CHILDREN'S BOOKS MASTER PUBLISHER FOR "VEGESAURS"

Munich, 13 September 2022: Studio 100 Media, one of the leading independent studios for kids & family entertainment, and Macmillan Children's Books (UK) join forces on an exciting journey with the new preschool series 'Vegesaurs'. The publishing house has acquired all international rights (excluding Australia and New Zealand), in all languages for an extensive global publishing program, which will include a range of formats. The first publishing program is set to launch in Spring 2023 with two picture books, followed by two story board books in Summer 2023, with more to follow.

This agreement follows the recent broadcast deal with the BBC, which sees the launch of the CGI, comedy-adventure series (20 x 5') on CBEEBIES and BBC iPlayer later this year in the UK. The series is produced by independent Australian producer Cheeky Little Media in association with the Australian Broadcasting Company (ABC), France TV and Studio 100.

'Vegesaurs' is an original take on the much-loved dinosaur genre, inviting preschool audiences into a unique and immersive world where healthy, natural foods come to life in the most playful and surprising ways. A unique cast of characters that promises to thrill young children includes Ginger the Tricarrotops, three baby Pea-Rexes, Broccolisaurus, Bananaraptors, and Chillipedes, among others. They all adventure through Vegesaur Valley introducing different fruit and vegetables to young children, building in comedy, imagination, and relatable preschool themes.

Nicole Pearson, Publishing Director, Brands and Media at Macmillan Children's Books, says: "We are delighted to be working with Studio 100 Media on 'Vegesaurs' – the show is a fun and comedic twist on the beloved preschool topic of dinosaurs which will captivate young children with its engaging roster of characters and stories. We can't wait to extend the adventures of Ginger the Tricarrotops and her friends into books."

Martin Krieger, CEO at Studio 100 Media, comments: "We are extremely happy to collaborate with Macmillan Children's Books. As publishing partners, they are a perfect fit for this new brand. Macmillan shares a core ambition with Studio 100 Media to engage children with humorous stories and to offer support to families through soft learning and our publishing will reflect this. We look forward to developing our partnership in the coming years."

About Studio 100 Media

Studio 100 Media is an internationally active production and distribution company for high-quality children's and family entertainment. Among the well-known brands under Studio 100 Media's umbrella are "Maya the Bee", "Mia and me", "Heidi", "Vic the Viking" and "100% Wolf". The company is a subsidiary of the Belgian Studio 100 Group and has an extensive program portfolio, develops and produces new animated series and feature films and distributes them worldwide. Other business areas include international licensing of brand rights, the home entertainment label Studio 100, the company's pay TV channel Junior and its animation studio Studio Isar Animation founded in 2018. Within the Studio 100 Group, Studio 100 Media brands also have a home in eight theme parks - in Belgium, the Czech Republic, Germany, the Netherlands and Poland. Studio 100 is one of the largest independent European companies for kids and family entertainment. www.studio100group.com

About Pan Macmillan

Pan Macmillan is the UK general book publishing arm of the Macmillan Group, which operates in over 70 countries. Its imprints include Macmillan, Mantle, Pan, Picador, Bluebird, One Boat, Tor, Macmillan Children's Books, Macmillan Collectors Library, Kingfisher, Campbell Books and Two Hoots. Pan Macmillan was named Publisher of the Year at The Bookseller Industry Awards in May 2015, May 2017 and again in June 2020.

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